

ORDER

KSNV

Orders

Order / Rev: **103615**
 Alt Order #: 06830030
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 Flight Dates: 10/09/12 - 10/15/12
 Original Date / Rev: 06/27/12 / 10/09/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: **Shorr Johnson Magnus**
 Buying Contact:
 Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: **Berkley, Shelley for Senate - Revised**
 Demographic: A25-54
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/15/12 | 114 | \$43,975.00 | \$37,378.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012 | 114 | \$43,975.00 | \$37,378.75 | 0.00 |
| Totals | 114 | \$43,975.00 | \$37,378.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Order Share

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 20% | \$43,975.00 |
| Market | 100% | \$219,875.00 |

Competitive Share

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 32% | \$70,360.00 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 21% | \$46,173.75 |
| KTUD | 0% | \$0.00 |
| KVVU | 25% | \$54,968.75 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 2% | \$4,397.50 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------|------|-------------------|-----------------|-------------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1 | KSNV | 10/09/12 | 10/12/12 | Wake Up Early w/ Wagner | M | 430a-5a | -TWT--- | :30 | 4 | \$50.003 | | 0.00 | NM | 4 | \$200.00 |
| Wake Up Early Wagners | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWT--- | | | 4 | | | \$50.00 | | 0.00 | | | |

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | KSNV | 10/09/12 | 10/12/12 | Wake Up Early w/ Wagner Wake Up Early Wagners | CM | 430a-5a | -TWT--- | :30 | 4 | \$50.003 | | 0.00 | NM | 4 | \$200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWT--- | | | | | 4 | \$50.00 | | 0.00 | | | |
| E 2 | KSNV | 10/15/12 | 10/15/12 | Wake Up Early w/ Wagner Wake Up Early Wagners | CM | 430a-5a | M----- | :30 | 1 | \$50.003 | | 0.00 | NM | 1 | \$50.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$50.00 | | 0.00 | | | |
| E 3 | KSNV | 10/15/12 | 10/15/12 | M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners | CM | 5-6a | M----- | :30 | 1 | \$200.003 | | 0.00 | NM | 1 | \$200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 4 | KSNV | 10/09/12 | 10/12/12 | M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners | CM | 5-6a | -TWTF-- | :30 | 4 | \$200.003 | | 0.00 | NM | 4 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$200.00 | | 0.00 | | | |
| E 5 | KSNV | 10/09/12 | 10/12/12 | M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners | CM | 6-7a | -TWTF-- | :30 | 8 | \$300.003 | | 0.00 | NM | 8 | \$2,400.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 8 | \$300.00 | | 0.00 | | | |
| E 6 | KSNV | 10/15/12 | 10/15/12 | M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners | CM | 6-7a | M----- | :30 | 2 | \$300.003 | | 0.00 | NM | 2 | \$600.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 2 | \$300.00 | | 0.00 | | | |
| E 7 | KSNV | 10/15/12 | 10/15/12 | Today Show Today Show | CM | 658a-9am | M----- | :30 | 3 | \$400.003 | | 0.00 | NM | 3 | \$1,200.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 3 | \$400.00 | | 0.00 | | | |
| E 8 | KSNV | 10/09/12 | 10/12/12 | Today Show Today Show | CM | 658a-9am | -TWTF-- | :30 | 12 | \$400.003 | | 0.00 | NM | 12 | \$4,800.00 |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 12 | \$400.00 | | 0.00 | | | |
| E 9 | KSNV | 10/09/12 | 10/12/12 | Noon News Noon News | CM | 12-1230pm | -TWTF-- | :30 | 4 | \$175.003 | | 0.00 | NM | 4 | \$700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$175.00 | | 0.00 | | | |
| E 10 | KSNV | 10/15/12 | 10/15/12 | Noon News Noon News | CM | 12-1230pm | M----- | :30 | 1 | \$175.003 | | 0.00 | NM | 1 | \$175.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$175.00 | | 0.00 | | | |
| E 13 | KSNV | 10/09/12 | 10/12/12 | Dr. Phil Dr Phil | CM | 3-4p | -TWTF-- | :30 | 4 | \$200.003 | | 0.00 | NM | 4 | \$800.00 |
| PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$200.00 | | 0.00 | | | |
| E 14 | KSNV | 10/15/12 | 10/15/12 | Dr. Phil Dr Phil | CM | 3-4p | M----- | :30 | 1 | \$200.003 | | 0.00 | NM | 1 | \$200.00 |
| PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 15 | KSNV | 10/15/12 | 10/15/12 | | CM | 4-5pm | M----- | :30 | 1 | \$300.003 | | 0.00 | NM | 1 | \$300.00 |

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-----------|-------------------|-----------------|-------------------------------|-------|-----------------------|---------|-----------------|-------------------|-------------|-----|---------------|-------------|-------|------------|
| | | | | NEWS 3 at 4 (1 HOUR) | | | | | | | | | | | |
| | | | | 4PM NEWS (1 hour) | | (4:30 PM-5:00 PM) | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 16 | KSNV | 10/09/12 | 10/12/12 | NEWS 3 at 4 (1 HOUR)CM | | 4-5pm | -TWTF-- | :30 | 4 | \$300.003 | | 0.00 | NM | 4 | \$1,200.00 |
| | | | | 4PM NEWS (1 hour) | | (4:30 PM-5:00 PM) | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$300.00 | | 0.00 | | | |
| E 17 | KSNV | 10/09/12 | 10/12/12 | NEWS 3 at 4 (1 HOUR)CM | | 4-5pm | -TWTF-- | :30 | 4 | \$300.003 | | 0.00 | NM | 4 | \$1,200.00 |
| | | | | 4PM NEWS (1 hour) | | (4:00 PM-4:30 PM) | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$300.00 | | 0.00 | | | |
| E 18 | KSNV | 10/15/12 | 10/15/12 | NEWS 3 at 4 (1 HOUR)CM | | 4-5pm | M----- | :30 | 1 | \$300.003 | | 0.00 | NM | 1 | \$300.00 |
| | | | | 4PM NEWS (1 hour) | | (4:00 PM-4:30 PM) | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 19 | KSNV | 10/15/12 | 10/15/12 | M-F Early News | CM | 5-630p | M----- | :30 | 2 | \$450.003 | | 0.00 | NM | 2 | \$900.00 |
| | | | | M-F Early News | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 2 | \$450.00 | | 0.00 | | | |
| E 20 | KSNV | 10/09/12 | 10/12/12 | M-F Early News | CM | 5-630p | -TWTF-- | :30 | 8 | \$450.003 | | 0.00 | NM | 6 | \$2,700.00 |
| | | | | M-F Early News | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | | | | 8 | \$450.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 3 | KSNV | 10/08/12-10/14/12 | | M-F Early News | | 5-630p | | -TWThF---- | :30 | (\$450.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| [credit] | | | | | | | | | | | | | | | |
| 7 | KSNV | 10/08/12-10/14/12 | | M-F Early News | | 5-630p | | -TWThF---- | :30 | (\$450.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| [credit] | | | | | | | | | | | | | | | |
| E 21 | KSNV | 10/09/12 | 10/12/12 | FacetoFace/Ralston Rep | CM | 730-758pm | -TW-F-- | :30 | 2 | \$225.003 | | 0.00 | NM | 2 | \$450.00 |
| | | | | Face to Face w/ J.Ralston | | | | | | | | | | | |
| FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TW-F-- | | | | | 2 | \$225.00 | | 0.00 | | | |
| E 22 | KSNV | 10/15/12 | 10/15/12 | FacetoFace/Ralston Rep | CM | 730-758pm | M----- | :30 | 1 | \$225.003 | | 0.00 | NM | 1 | \$225.00 |
| | | | | Face to Face w/ J.Ralston | | | | | | | | | | | |
| FACE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$225.00 | | 0.00 | | | |
| E 23 | KSNV | 10/13/12 | 10/13/12 | Vegas Inc. | CM | 6:30-8pm | -----S- | :30 | 1 | \$150.003 | | 0.00 | NM | 1 | \$150.00 |
| | | | | Vegas Inc. | | | | | | | | | | | |
| VEGAS INC | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$150.00 | | 0.00 | | | |
| E 24 | KSNV | 10/15/12 | 10/15/12 | M-F Jeop/Wheel | CM | 630-730pm | M----- | :30 | 1 | \$400.003 | | 0.00 | NM | 1 | \$400.00 |
| | | | | M-F Jeopardy/Wheel of Fortune | | | | | | | | | | | |
| JEP/WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$400.00 | | 0.00 | | | |
| E 26 | KSNV | 10/13/12 | 10/13/12 | Weekend Jeopardy/Wheel | CM | 630-730pm | -----S- | :30 | 2 | \$250.003 | | 0.00 | NM | 2 | \$500.00 |
| | | | | WKND Jeop/Wheel | | | | | | | | | | | |
| JEP/WHEEL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | | | 2 | \$250.00 | | 0.00 | | | |

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|-----------|-------------------|-----------------|---|-------|-----------------------|-----------------|---------------|-------------|-------------|-----|---------------|-------------|-------|------------|
| E 26 | KSNV | 10/13/12 | 10/13/12 | Weekend Jeopardy/Wheel WKND Jeop/Wheel | CM | 630-730pm | -----S- | :30 | 2 | \$250.003 | | 0.00 | NM | 2 | \$500.00 |
| JEP/WHEEL | | | | | | | | | | | | | | | |
| E 27 | KSNV | 10/14/12 | 10/14/12 | News 3 Live in Prime News 3 in Prime | CM | 7-10pm | -----S | :30 | 1 | \$600.003 | | 0.00 | NM | 1 | \$600.00 |
| NEWS AFTER NFL IN PRIME | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | 1 | | | \$600.00 | | | 0.00 | | | |
| E 28 | KSNV | 10/12/12 | 10/12/12 | Fri PR 9-10p Friday Prime 9-10pm | CM | 9-10pm | ----F-- | :30 | 1 | \$1,000.003 | | 0.00 | NM | 1 | \$1,000.00 |
| GRIMM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | 1 | | | \$1,000.00 | | | 0.00 | | | |
| E 29 | KSNV | 10/12/12 | 10/12/12 | Fri PR 8-9p Friday Prime 8-9pm | CM | 8-9pm | ----F-- | :30 | 1 | \$750.003 | | 0.00 | NM | 1 | \$750.00 |
| WHIT/COMM | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | 1 | | | \$750.00 | | | 0.00 | | | |
| E 30 | KSNV | 10/10/12 | 10/10/12 | Wed PR 9-10p Wednesday Prime 9-10pm | CM | 9-10pm | --W---- | :30 | 1 | \$1,700.003 | | 0.00 | NM | 1 | \$1,700.00 |
| SVU | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | 1 | | | \$1,700.00 | | | 0.00 | | | |
| E 31 | KSNV | 10/10/12 | 10/10/12 | Wed PR 10-11p Wednesday Prime 10-11pm | CM | 10-11pm | --W---- | :30 | 1 | \$1,400.003 | | 0.00 | NM | 1 | \$1,400.00 |
| CHICAGO FIRE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | 1 | | | \$1,400.00 | | | 0.00 | | | |
| E 34 | KSNV | 10/15/12 | 10/15/12 | The Tonight Show Tonight Show | CM | 1135p-1237a | M----- | :30 | 2 | \$500.001 | | 0.00 | NM | 2 | \$1,000.00 |
| TON SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | M----- | | 2 | | | \$500.00 | | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSNV | 10/15/12-10/21/12 | | The Tonight Show | | 1135p-1237a | M----- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 34.3,34.4 | | | | | | | | | | | | | | | |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| 2 | KSNV | 10/15/12-10/21/12 | | The Tonight Show | | 1135p-1237a | M----- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 34.3,34.4 | | | | | | | | | | | | | | | |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| 3 | KSNV | 10/15/12-10/15/12 | | The Tonight Show | | 1135p-1237a | M----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 34.2,34.1 | | | | | | | | | | | | | | | |
| [Revised Rate to Reinstate] | | | | | | | | | | | | | | | |
| 4 | KSNV | 10/15/12-10/15/12 | | The Tonight Show | | 1135p-1237a | M----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 34.2,34.1 | | | | | | | | | | | | | | | |
| [Revised Rate to Reinstate] | | | | | | | | | | | | | | | |
| E 35 | KSNV | 10/09/12 | 10/12/12 | The Tonight Show Tonight Show | CM | 1135p-1237a | -TWTF-- | :30 | 8 | \$500.001 | | 0.00 | NM | 8 | \$4,000.00 |
| TON SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | 8 | | | \$500.00 | | | 0.00 | | | |

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S
 KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|-----------|-------------------|-----------------|--|-------|-----------------------|-----------------|---------------|-------|-------------|-----|---------------|-------------|-------|------------|
| E 35 | KSNV | 10/09/12 | 10/12/12 | The Tonight Show Tonight Show | CM | 1135p-1237a | -TWTF-- | :30 | 8 | \$500.001 | | 0.00 | NM | 8 | \$4,000.00 |
| TON SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | 8 | | | | \$500.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KSNV | 10/08/12-10/14/12 | | The Tonight Show | | 1135p-1237a | -TwThF---- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | | | | |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| 2 | KSNV | 10/08/12-10/14/12 | | The Tonight Show | | 1135p-1237a | -TwThF---- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | | | | |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| 3 | KSNV | 10/08/12-10/14/12 | | The Tonight Show | | 1135p-1237a | -TwThF---- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | | | | |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| 4 | KSNV | 10/08/12-10/14/12 | | The Tonight Show | | 1135p-1237a | -TwThF---- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | | | | |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| 5 | KSNV | 10/08/12-10/14/12 | | The Tonight Show | | 1135p-1237a | -TwThF---- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | | | | |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| 6 | KSNV | 10/08/12-10/14/12 | | The Tonight Show | | 1135p-1237a | -TwThF---- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | | | | |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| 7 | KSNV | 10/08/12-10/14/12 | | The Tonight Show | | 1135p-1237a | -TwThF---- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | | | | |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| 8 | KSNV | 10/08/12-10/14/12 | | The Tonight Show | | 1135p-1237a | -TwThF---- | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 | | | | | | | | | | | | | | | |
| [.NOT AVAILABLE RATE] NOT AVAILABLE RATE | | | | | | | | | | | | | | | |
| 9 | KSNV | 10/09/12-10/12/12 | | The Tonight Show | | 1135p-1237a | -TwThF----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | | | | |
| [Revised Rate To Reinstate] | | | | | | | | | | | | | | | |
| 10 | KSNV | 10/09/12-10/12/12 | | The Tonight Show | | 1135p-1237a | -TwThF----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | | | | |
| [Revised Rate To Reinstate] | | | | | | | | | | | | | | | |
| 11 | KSNV | 10/09/12-10/12/12 | | The Tonight Show | | 1135p-1237a | -TwThF----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | | | | |
| [Revised Rate To Reinstate] | | | | | | | | | | | | | | | |
| 12 | KSNV | 10/09/12-10/12/12 | | The Tonight Show | | 1135p-1237a | -TwThF----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | | | | |
| [Revised Rate To Reinstate] | | | | | | | | | | | | | | | |
| 13 | KSNV | 10/09/12-10/12/12 | | The Tonight Show | | 1135p-1237a | -TwThF----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | | | | |
| [Revised Rate To Reinstate] | | | | | | | | | | | | | | | |
| 14 | KSNV | 10/09/12-10/12/12 | | The Tonight Show | | 1135p-1237a | -TwThF----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | | | | |
| [Revised Rate To Reinstate] | | | | | | | | | | | | | | | |
| 15 | KSNV | 10/09/12-10/12/12 | | The Tonight Show | | 1135p-1237a | -TwThF----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | | | | |
| [Revised Rate To Reinstate] | | | | | | | | | | | | | | | |
| 16 | KSNV | 10/09/12-10/12/12 | | The Tonight Show | | 1135p-1237a | -TwThF----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Ⓜ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 | | | | | | | | | | | | | | | |
| [Revised Rate To Reinstate] | | | | | | | | | | | | | | | |
| E 36 | KSNV | 10/09/12 | 10/12/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | -TWTF-- | :30 | 4 | \$425.003 | | 0.00 | NM | 4 | \$1,700.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -TWTF-- | | 4 | | | | \$425.00 | | 0.00 | | | |
| E 37 | KSNV | 10/15/12 | 10/15/12 | M-F News 3 at Eleven M-F News 3 at Eleven | CM | 11pm-1135pm | M----- | :30 | 1 | \$425.003 | | 0.00 | NM | 1 | \$425.00 |

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Sheiley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$425.00 | | 0.00 | | | |
| E 38 | KSNV | 10/13/12 | 10/14/12 | Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven | | 11pm-1135pm | -----SS | :30 | 2 | \$400.00 | 3 | 0.00 | NM | 2 | \$800.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----SS | | | | | 2 | \$400.00 | | 0.00 | | | |
| E 39 | KSNV | 10/13/12 | 10/13/12 | Saturday Today Saturday Today | CM | 7a-9am | -----S- | :30 | 2 | \$225.00 | 3 | 0.00 | NM | 2 | \$450.00 |
| SAT TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | | | | 2 | \$225.00 | | 0.00 | | | |
| E 40 | KSNV | 10/13/12 | 10/13/12 | News 3 Sunrise - SATURM News 3 Sunrise SATURDAY | | 6a-7a | -----S- | :30 | 2 | \$150.00 | 3 | 0.00 | NM | 2 | \$300.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | | | | 2 | \$150.00 | | 0.00 | | | |
| E 41 | KSNV | 10/13/12 | 10/13/12 | News 3 Today - SATURM News 3 Today - SAT | | 9am-930am | -----S- | :30 | 1 | \$200.00 | 3 | 0.00 | NM | 1 | \$200.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 42 | KSNV | 10/14/12 | 10/14/12 | Sunday Today Sunday Today | CM | 7a-8am | -----S | :30 | 2 | \$350.00 | 3 | 0.00 | NM | 2 | \$700.00 |
| SUN TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | | | | 2 | \$350.00 | | 0.00 | | | |
| E 43 | KSNV | 10/13/12 | 10/13/12 | Saturday Night Live Saturday Night Live | CM | 1130pm-1:02am | -----S- | :30 | 1 | \$550.00 | 3 | 0.00 | NM | 1 | \$550.00 |
| SNL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | | | | 1 | \$550.00 | | 0.00 | | | |
| N 44 | KSNV | 10/09/12 | 10/12/12 | M-F Early News M-F Early News | CM | 5-630p | -TWTF-- | :30 | 2 | \$1,200.00 | 1 | 0.00 | NM | 2 | \$2,400.00 |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -TWTF-- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| N 45 | KSNV | 10/09/12 | 10/12/12 | Late Night w/Fallon Late Night w/Fallon | CM | 1237a-136am | -TWTF-- | :30 | 2 | \$250.00 | 1 | 0.00 | NM | 2 | \$500.00 |
| FALLON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -TWTF-- | | | | | 2 | \$250.00 | | 0.00 | | | |
| N 46 | KSNV | 10/09/12 | 10/12/12 | The Agenda 1230pm The Agenda 1230pm | CM | 1230-1p | -TWTF-- | :30 | 4 | \$325.00 | 1 | 0.00 | NM | 4 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -TWTF-- | | | | | 4 | \$325.00 | | 0.00 | | | |
| N 47 | KSNV | 10/15/12 | 10/15/12 | The Agenda 1230pm The Agenda 1230pm | CM | 1230-1p | M----- | :30 | 1 | \$325.00 | 1 | 0.00 | NM | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$325.00 | | 0.00 | | | |
| N 48 | KSNV | 10/10/12 | 10/12/12 | M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune | CM | 630-730pm | --W-F-- | :30 | 2 | \$1,300.00 | 1 | 0.00 | NM | 2 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --W-F-- | | | | | 2 | \$1,300.00 | | 0.00 | | | |
| N 49 | KSNV | 10/10/12 | 10/12/12 | The Agenda 1230pm The Agenda 1230pm | CM | 1230-1p | --WTF-- | :30 | 1 | \$325.00 | 1 | 0.00 | NM | 1 | \$325.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --WTF-- | | | | | 1 | \$325.00 | | 0.00 | | | |
| N 50 | KSNV | 10/10/12 | 10/12/12 | Late Night w/Fallon | CM | 1236a-136am | --WTF-- | :30 | 2 | \$250.00 | 1 | 0.00 | NM | 2 | \$500.00 |

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
|-------|----|-------------------|-----------------|---------------------|-------|-------------------|------|-----|-------------|------|---------------|----------|--------|-------------|
| | | | | Late Night w/Fallon | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | 2 | | | \$250.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | \$43,975.00 |